

# Brand Guidelines



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## Section One

# Branding and Usage Guidelines

01

## Typogophy

Generally, the “logo colors” act as pop colors in illustrations or icons but should not be used in design elements.

02

## Colour Pallet

Avoid deviating from the core set of colors or creating tints of these values.

03

## Our Logo

Please do not use, display, mirror or frame (including in metatags or hidden text) our company assets.

# Typography

Futura PT

AaBbCcDdEeFfGgHh  
IiJiKkLlMmNnOoPp  
QqRrSsTtUuVvWw  
XxYyZz



Headings

Futura PT Bold

Sub Headings

Futura PT Book

Main Body

Futura PT Light

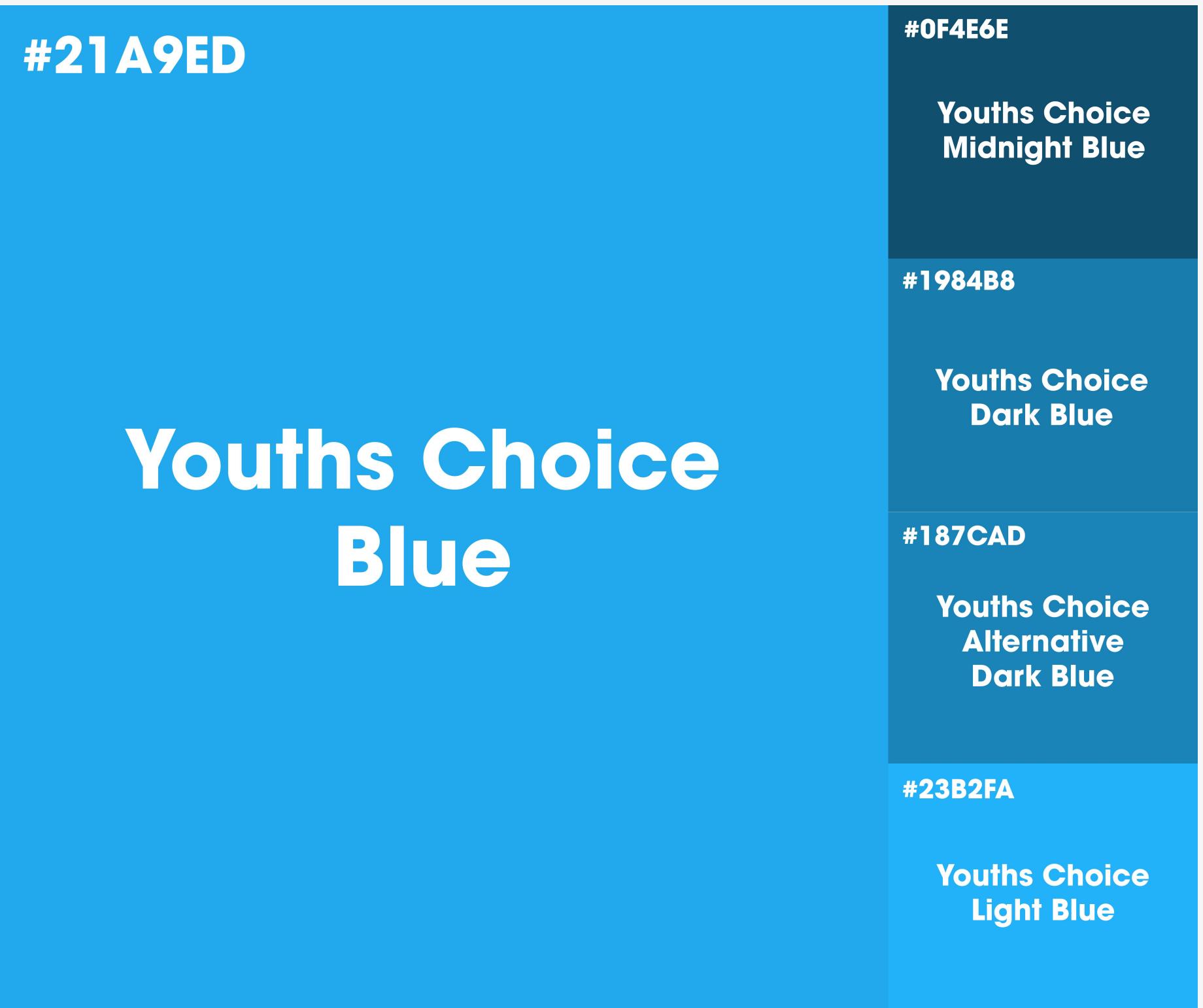
# About

# Futura PT

A little bit of history about this amazing font from Wikipedia.

Futura is a geometric sans-serif typeface designed by Paul Renner and released in 1927. It was designed as a contribution on the New Frankfurt project. It is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period. It was developed as a typeface by the Bauer Type Foundry, competing with Ludwig & Mayer's seminal Erbar typeface of 1926.

## Our Colour Palette

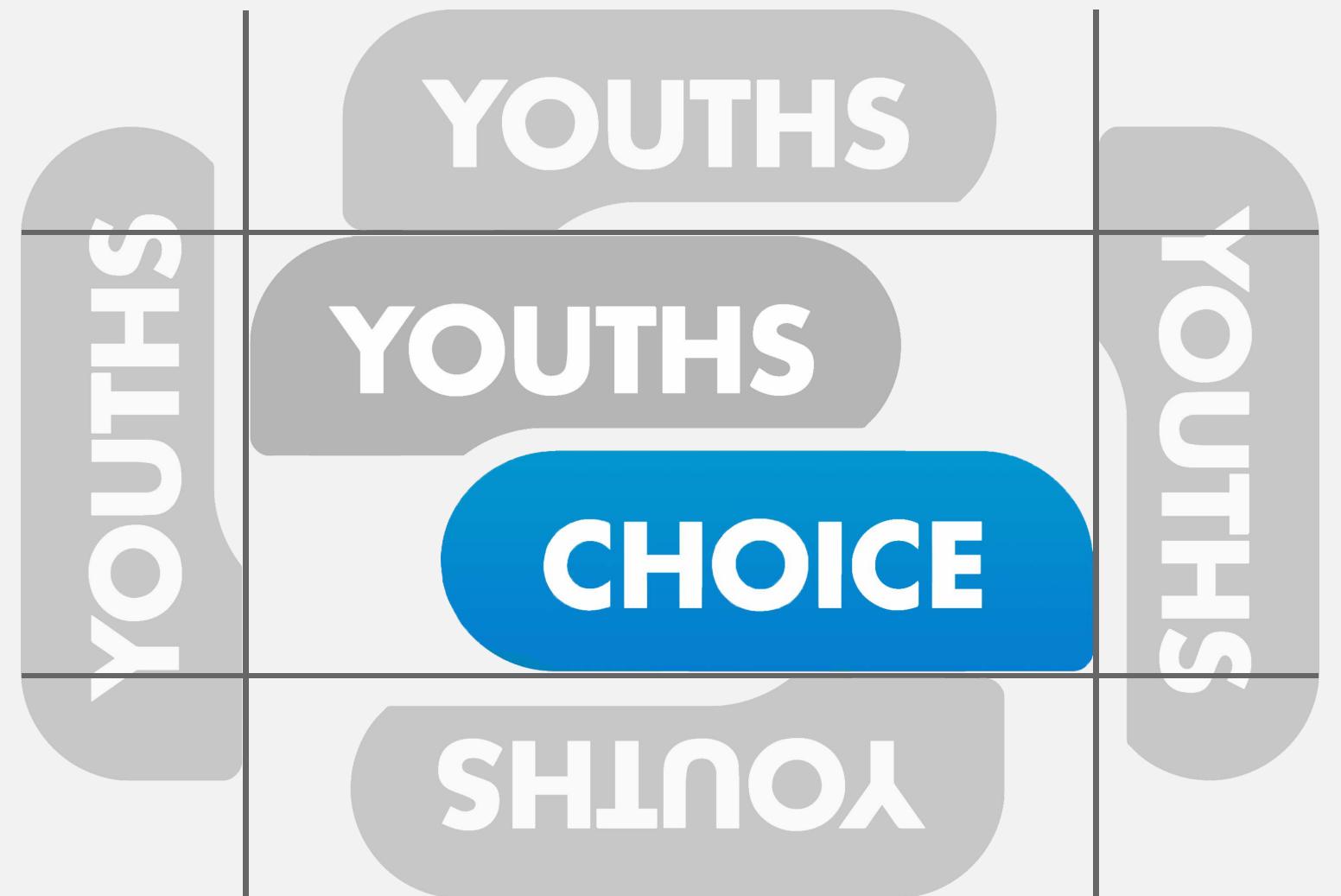


## Colour Palette,

Our primary color is Youths Choice Blue. We use it to portray Trustworthiness, Loyalty and Energy.

## Alternative Colours,

Youths Choice Blue  
Youths Choice Midnight Blue  
Youths Choice Dark Blue  
Youths Choice Alternative Dark Blue  
Youths Choice Light Blue



## Our Logo

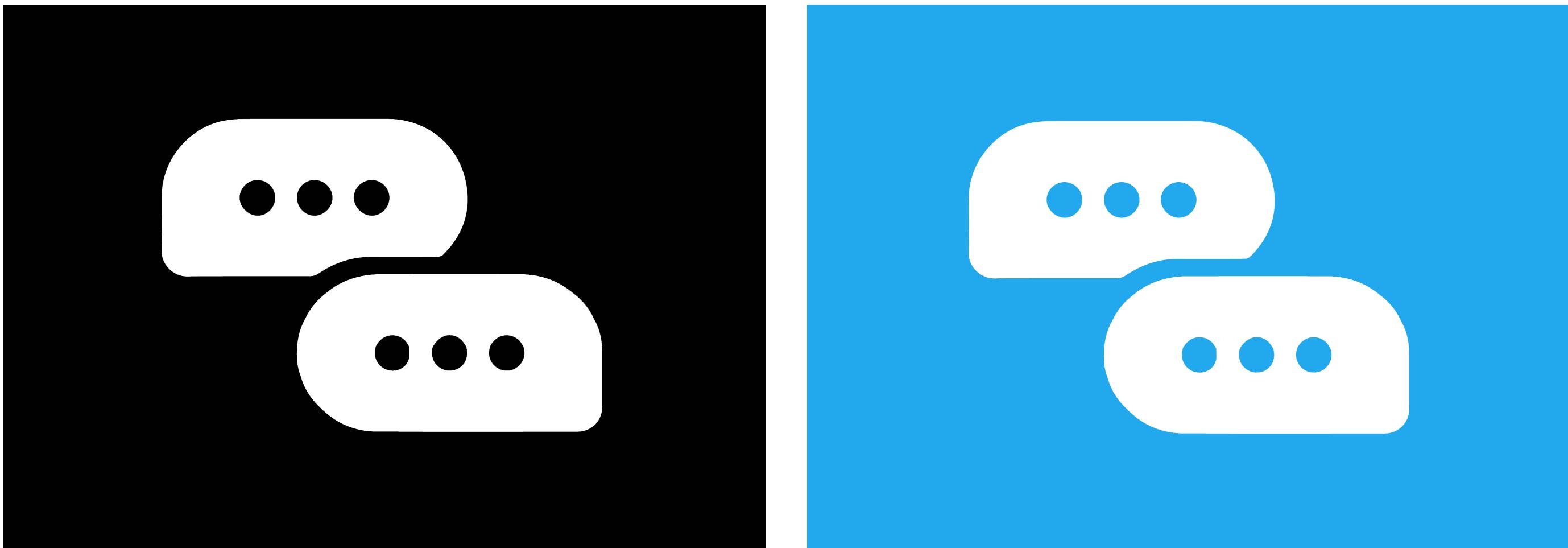
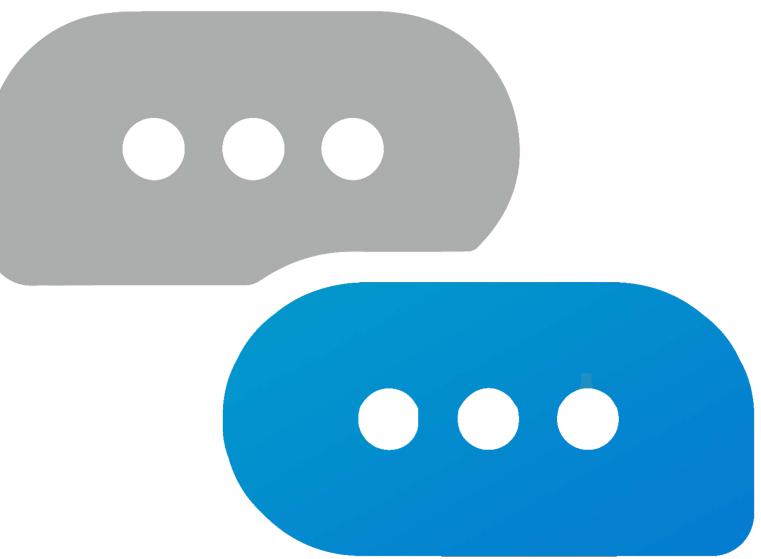
Our logo is our most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.

## Clearspace

Since our logo is our most valuable asset we want to make sure that it stands on its own. Because of this we ask that you leave half the logo on all sides.

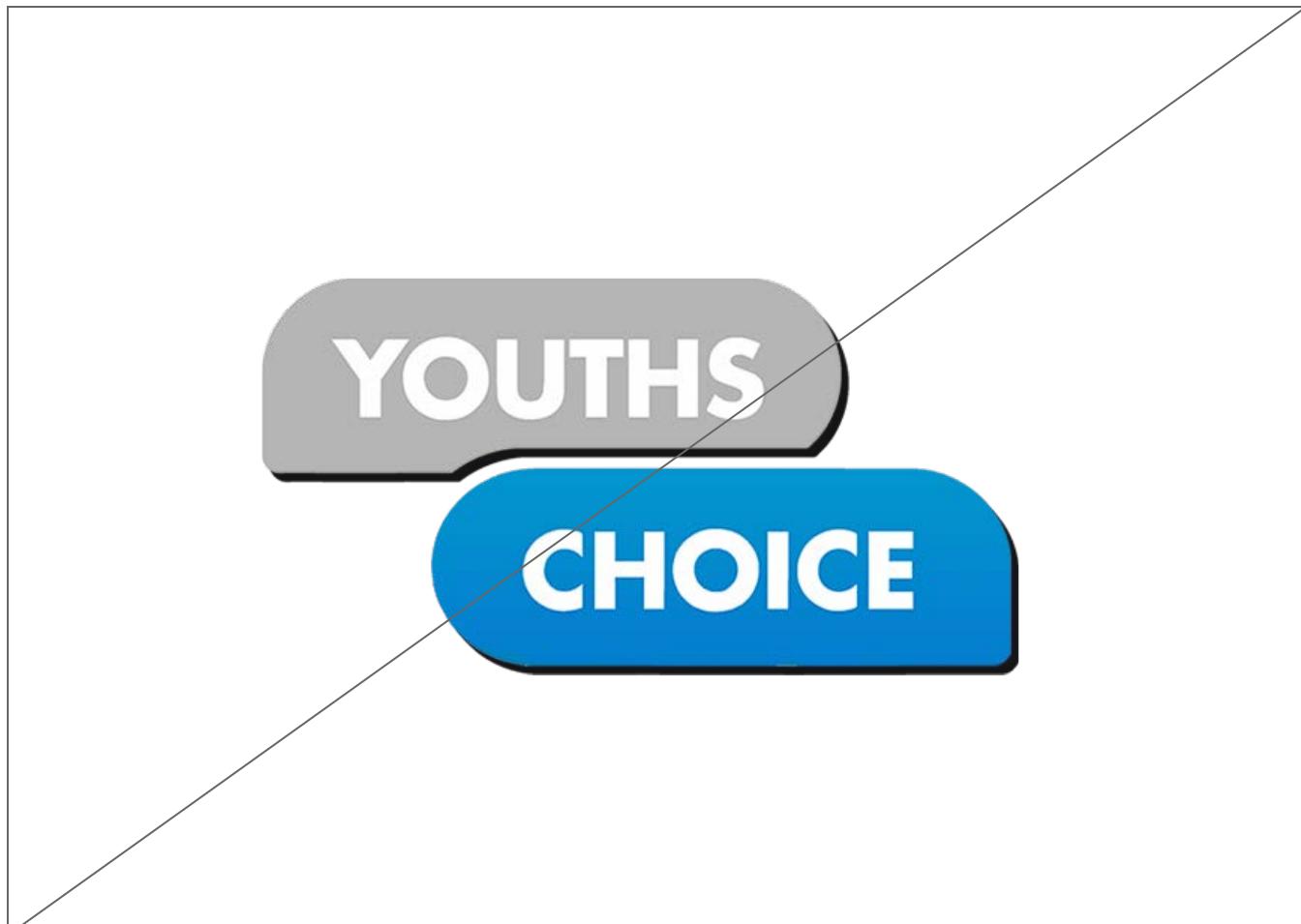
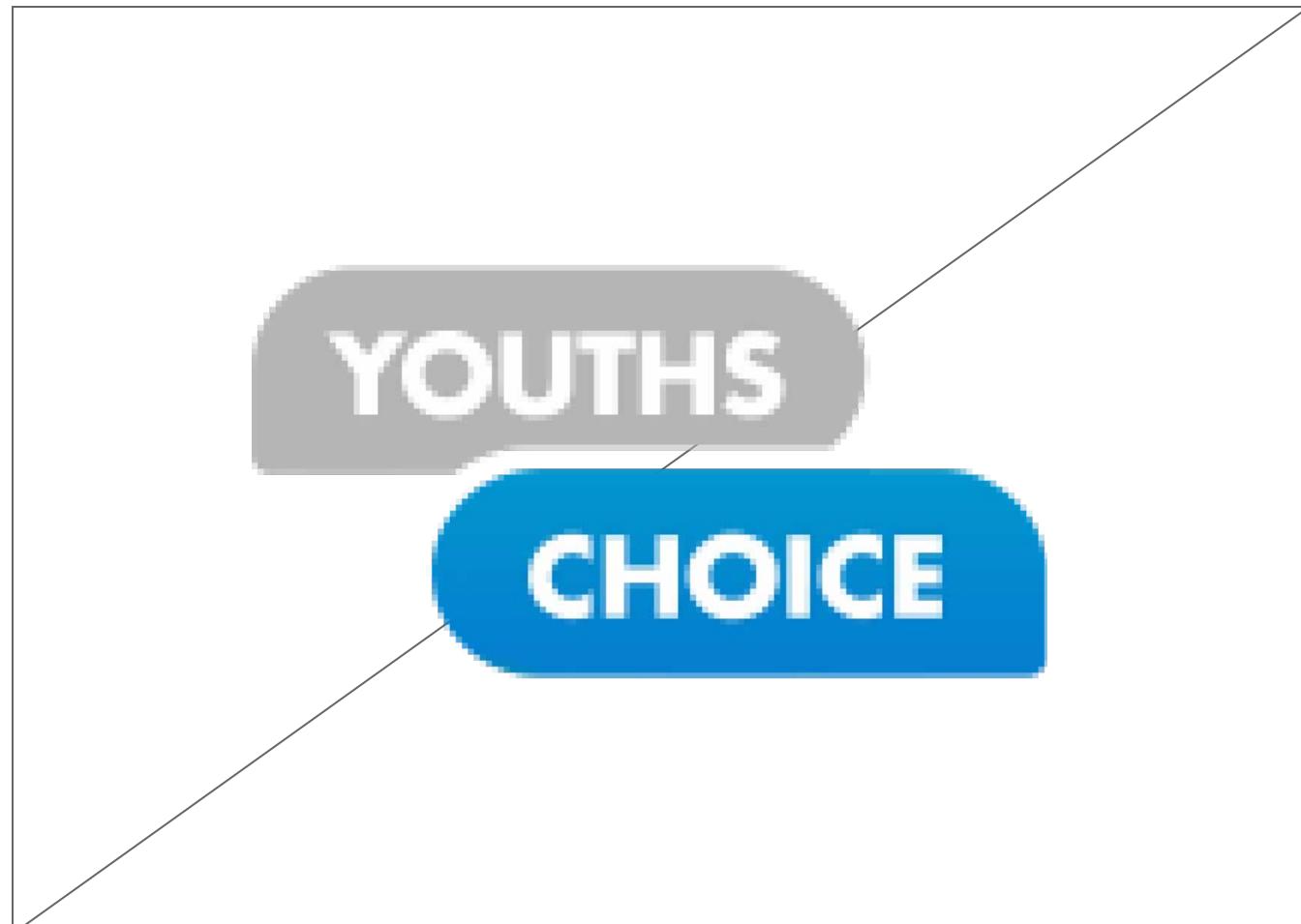
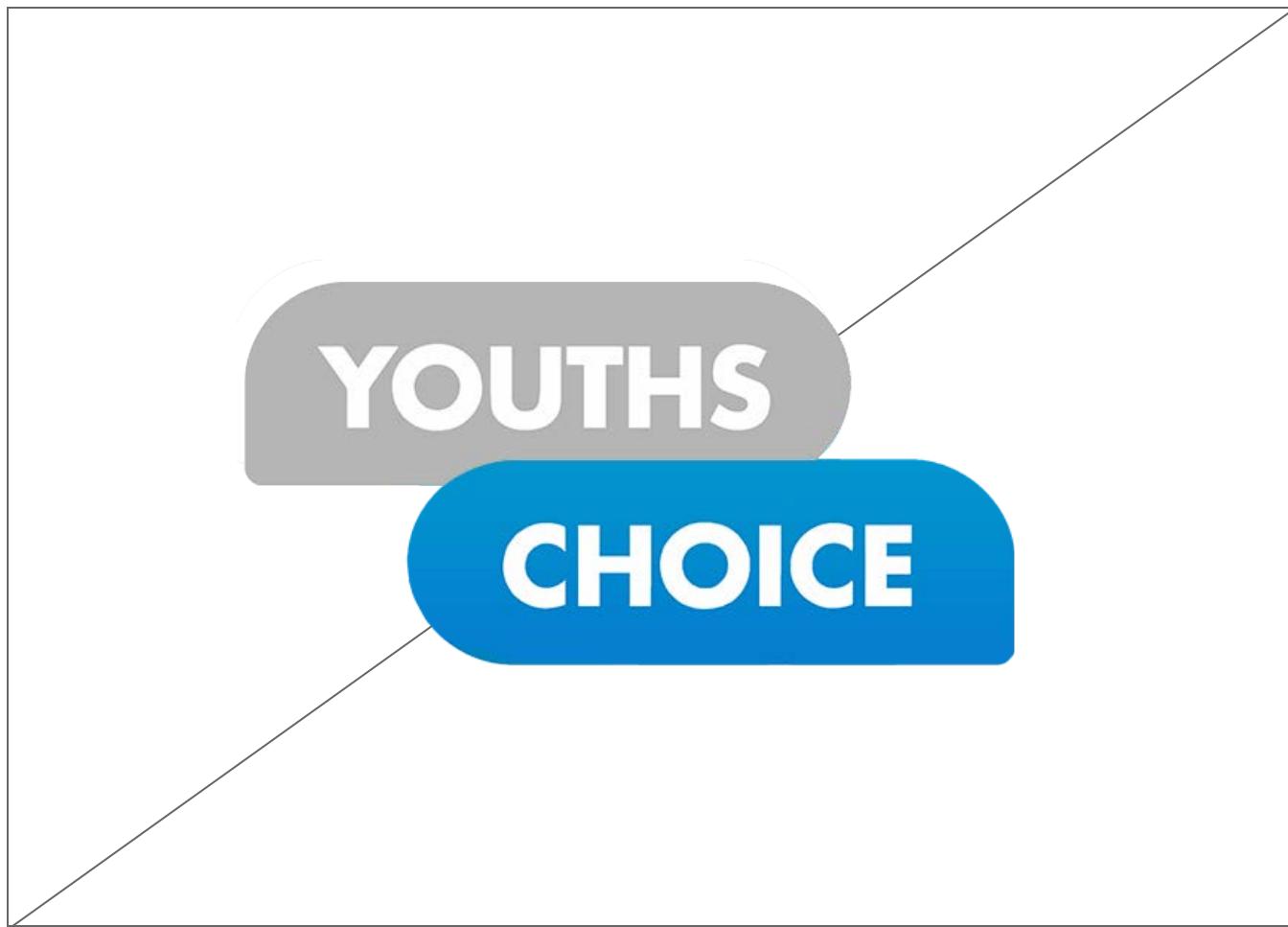
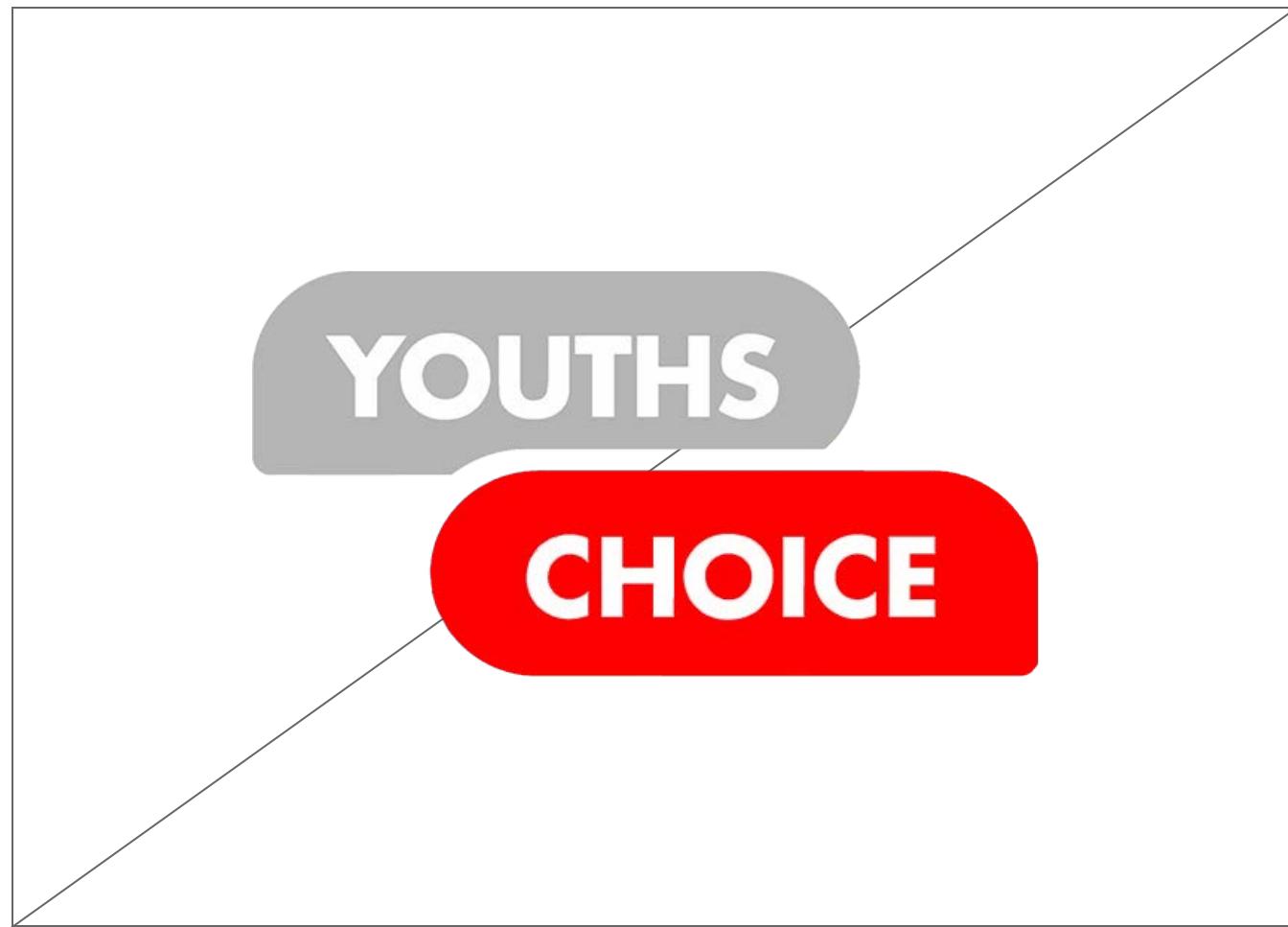
## Our Alternative Logo

For places that our full size logo won't fit we also have a smaller version that also fits into a square. This works perfectly on Social Media Profiles as well as smaller watermarks. It's available in the gray and blue of our main logo as well as fully white for coloured backgrounds.



## Incorrect Usage of our Logo

- Don't change the colour of our logo
- Don't Connect the two elements of the logo
- Don't use a bad quality of pixelated logo
- Don't add any drop shadow effects to the logo



## Section Two

# Our Tone of Voice

### We and Us not I and Me

Where you would say I or Me we replace that with We or Us, for example we wouldn't say 'I'm happy to hear that!' we would say 'We're happy to hear that!'

### We swap Formal Words for Normal Words

Would you say,

Commence or Start

However or But

Assistance or Help

Hello or Hey

Discover or Find Out

In Addition or Also

### Emojis

We love to use emojis on our social media and other online mediums. Though we use them to add context to complete sentences not replace them. For example we wouldn't say 'We ❤ That' we would say 'We Love That ❤'

### Bullet Points and to the point

We use bullet points to list items quickly because it makes things easier to read. We also use short sentences that get straight to the point, it gets points across quicker saving readers and listeners time.

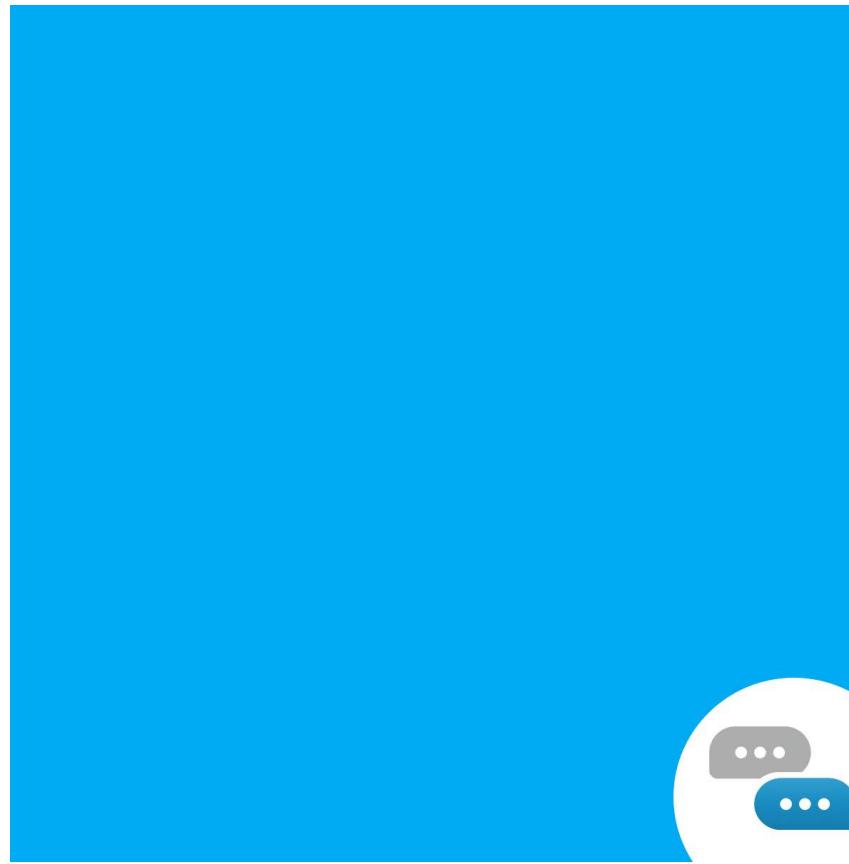
## Section Three

# Our Social Media



## Main Square Posts

We use a logo poking out from the right hand side as constant branding across all posts. Photos, Text and more



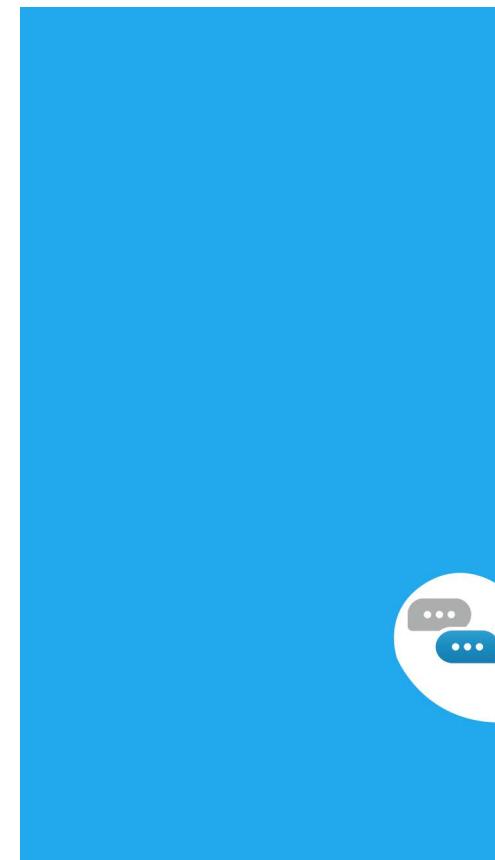
## CoBranded Posts

For CoBranded Posts we use both our standard logo in a white circle with the cobrand mirrored on the left hand side.

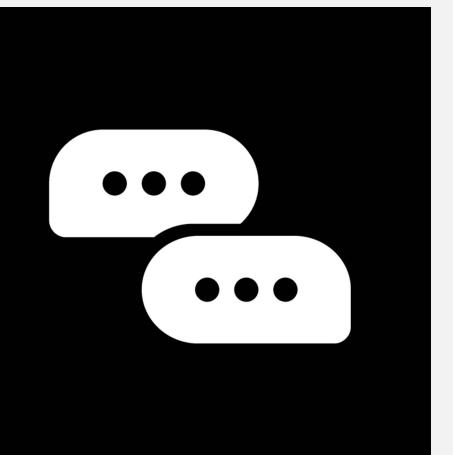


## 9x16 Posts

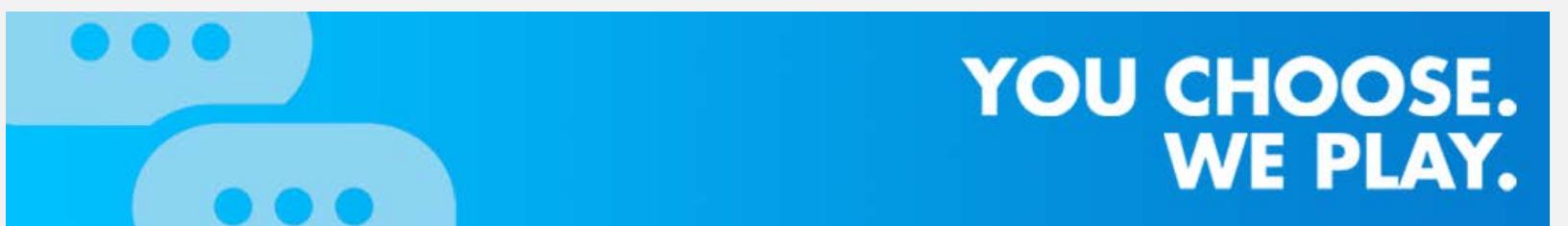
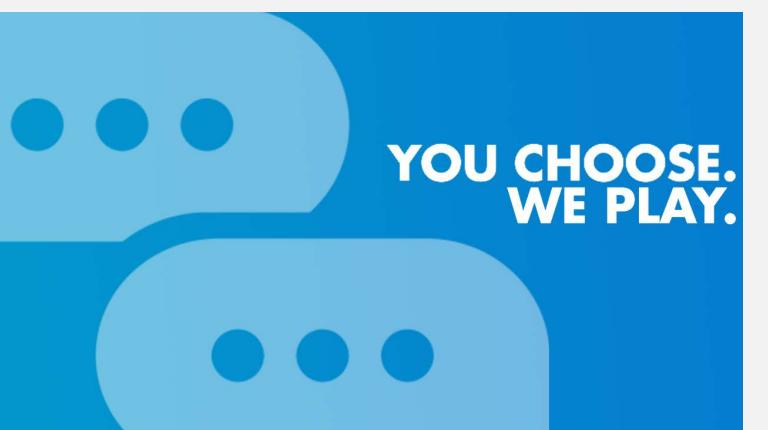
We use the same circular shape that simply extends round to accommodate a longer post. It also allows 1:1 thumbnails to look the same as square static posts



## Profile Photos



## Cover Photos



## Profile Photos and Banners

Our Main Profile photo is a simple blue gradient with our white logo. This background can be replaced with other colors when needed for example black for national events or the LGBTQIA+ flag

Our banners are scalable into a variety of heights to fit from the header on something like Facebook to an email signature.